

REMARKS

The purpose of this Amendment after Final Rejection is to attempt to narrow the issues in the accompanying Notice of Appeal to prior art issues by trying to resolve the remaining issues under 35 USC 101 prior to the Appeal being heard. Examiner is respectfully requested to reconsider the following.

**The Rejection of claims 21-25 under 35 USC 101**

These claims have now been amended so that they now define the subject matter as a computer usable medium on which the defined computer readable program is stored, wherein the program when executed on a computer causes the computer to carry out the steps defined in the stored program. Support for this definition of the subject matter may be found in the present specification on page 6, lines 25-29 with respect to Fig. 1 wherein Application Programs 40, including the application program of the present invention, are stored in the RAM storage medium of the host web site server during operations. The RAM storage medium is a computer usable medium on which the computer program is stored.

Accordingly, it is respectfully requested that the 35 U.S.C. 101 rejection be withdrawn.

**Rejection of Claims 1-6 under 35 USC 101**

Because the Diehr decision (45 US 185-186) is cited, Examiner appears to be contending that claims 1-6 merely claim the program as recorded on the computer readable components necessary to make the program run. Applicants take issue with such an interpretation and submit that claims 1-6 read upon a tangible Web site (the host server source site 63, Fig. 2, which is described in the

Specification on page 10, lines 14-25 which may be maintained by business organization for communication and sales to the public. This is not some abstract concept but rather a tangible business organization structure.

**Rejection of Claims 17-20 under 35 USC 101**


In making the rejection, Examiner appears to be putting the Web pages of the present invention in a category where the word or language content of the Web page merely imparts a function described on the page. Applicants submit that this is not the case with the presently defined and claimed Web page. There is a tangible result provided. There is clearly a practical application in the technological arts i.e. the Web page has embedded hyperlinks which the user, who receives the Web page, may interactively select to receive further Web documents. Thus, the embedded hyperlinks function to interconnect the basic received Web page to other Web documents dependent on the interactive selections by the user. In such Web pages, the hyperlinks are prioritized to provide optimum Web operating efficiency in the distribution of the linked Web documents selected by users.

In addition, Applicants take issue with the Examiner that claims 17-20 define only define a physical or logical relation between data structures designed to support manipulation. The claims define hypertext markup language (HTML) World Wide Web documents. Hundreds of books and thousands of publications have been written about the HTML protocol and the Web documents produced by HTML. HTML tags are known and described as part of the HTML language used for a variety of functions. Applicants submit that in the art, tags in HTML documents are known tangible structural implementations.

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In view of the foregoing, and the present amendment to claims 21-25, Examiner is respectfully requested to enter the present amendment, and to withdraw the rejection of claims 1-6 and 17-25 under 35 U.S.C. 101 in order to put the present Application in better condition for Appeal.

Respectfully submitted,

  
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